rant chain's 38 locations, all but five are located in shopping malls.

"We are in all of the major shopping centers in the Indianapolis and surrounding area," reports Di Mizio. "That shows we have the quality, because there are many other larger competitors around.

"In addition to our mall locations, we have a stand-alone restaurant, two in bowling alleys, and one is in an entertainment center called Greatimes. We also have one outlet in our office building."

Luca Pizza & Associates of Indianapolis manages approximately half of the 80 Luca Pizza operations throughout the United States. "Our company has the largest concentration of stores, though there are other operations under the Luca name," adds Di Mizio. "Frank Luca, my uncle, has opened many stores, but a number of them have been sold."

Frank Luca, company founder and chief executive officer, immigrated to the United States from Italy in 1966. "When he first started," recalls Di Mizio, "he had a little bit of money saved plus what he borrowed from his mother-in-law, and he bought a run-down pizza restaurant in Brooklyn, confident he could make it successful."

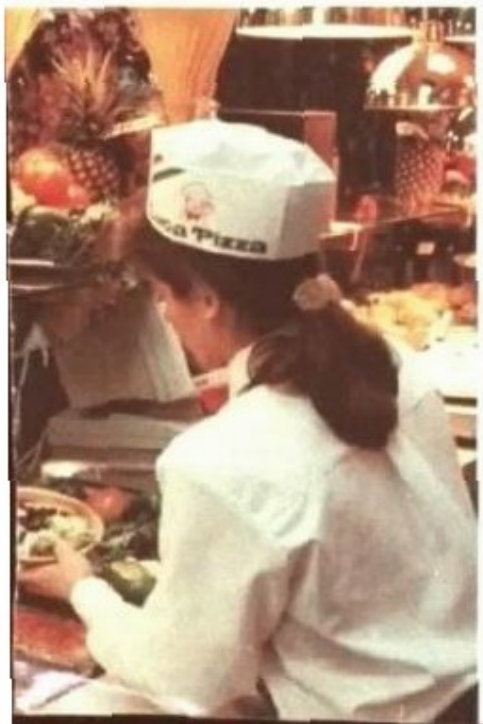
Luca's longtime experience as a chef was not all that unusual, being from a country like Italy where many people are experienced in working with food. In a matter of months, Luca managed to successfully turn the business around. After tripling the sales, he sold the restaurant using the money to purchase another restaurant in the same distressful situation. Again he made a success of the business and sold it, quadrupling his purchase price. Continuing to purchase failing businesses and turn them around eventually led to other locations in Manhattan and New Jersey until he had accumulated enough capital to begin forming a chain of restaurants.

From New York, he expanded into Pennsylvania. Finally, he ventured into the mall environment, opening places in Texas, Indiana and other states across the country.

Today, the Indianapolis-based chain has 19 stores in Indiana, five in Ohio, three in Kentucky and four in Texas. Maryland and Georgia have two stores each, while South Carolina, Virginia and Florida have one store.

Plans for 1996 call for adding three more in Indiana, one in Ohio and one in Florida. "We anticipate opening approximately five company-owned stores a year," says Di Mizio.

With over 30 stores in shopping malls in nine states, Luca's executive vice president Antonio Di Mizio, general manager Noel Chessman, and director of operations William Scott Freeland (left to right, facing page) feel they know what their customers want, pointing to "best pizza" honors from the media and the Indianapolis Monthly.



Accommodation by the Book — An Excerpt

Enhancing your HVAC isn't just a matter of going with the flow

It's ventilation, air filters, quality materials, and design information you'll find (including an SSV number for free HVAC advice) in The Accommodation Program restaurant Source Book. It provides many suggestions that will help you keep non-smokers and smokers comfortable and your HVAC system working properly. Receive it FREE along with a catalog for other FREE materials when you participate in The Accommodation Program. Look for the reply card in this publication or call **1-800-929-1414.**

"The Accommodation Program" Courtesy of Philip Morris Incorporated

Action Facts #33

2061037610

Source: https://www.industrydocuments.ucsf.edu/docs/ypfp0003

2061037610